

Política de cookies

What are cookies?

Cookies are small text files that are downloaded to the user's device when accessing certain websites. They allow, among other things, the storage and retrieval of information about a user's browsing habits or device and, depending on the information they contain and how the device is used, they may be used to recognise the user.

This website uses cookies for different purposes, as described below.

Types of cookies used on this website

According to their purpose

- **Technical and functional cookies:** allow the user to navigate the website and use its features and services.
- **Analytical cookies:** allow the monitoring and analysis of user behaviour on the website, in order to improve services.
- **Marketing cookies:** used to track users across websites in order to display relevant and engaging content or advertisements.

Cookies used on this website

Technical and functional cookies

Provider	Cookie	Purpose	Duration
unitedlisbon.school	<code>__cf_bm</code>	Protección contra bots y seguridad (Cloudflare)	Sesión
unitedlisbon.school	<code>cf_clearance</code>	Validación de seguridad y acceso seguro (Cloudflare)	1 año
YouTube	<code>YSC</code>	Gestión de reproducción de vídeos embebidos	Sesión
YouTube	<code>VISITOR_PRIVACY_METADATA</code>	Almacena preferencias de privacidad del usuario	6 meses
YouTube	<code>VISITOR_INFO1_LIVE</code>	Gestión de ancho de banda y reproducción de vídeo	6 meses
YouTube	<code>Secure-ROLLOUT_TOKEN</code>	Seguridad y funcionamiento de servicios YouTube	6 meses

Analytical cookies

Provider	Cookie	Purpose	Duration
Google	<code>_ga</code>	Distinguir usuarios (Google Analytics)	2 años
Google	<code>_ga_*</code>	Mantener el estado de sesión y estadísticas	2 años
Microsoft	<code>MUID</code>	Análisis de comportamiento y rendimiento (Microsoft Clarity)	1 año

Marketing cookies

Provider	Cookie	Purpose	Duration
Google	<code>_gcl_au</code>	Medición de conversiones publicitarias (Google Ads)	3 meses
unitedlisbon.school	<code>marketingLandingpage</code>	Identifica la página de entrada del usuario	Sesión
unitedlisbon.school	<code>marketingMedium</code>	Identifica el medio de adquisición del tráfico	Sesión
unitedlisbon.school	<code>marketingSource</code>	Identifica la fuente de tráfico	Sesión
YouTube / Google	<code>LOGIN_INFO</code>	Personalización de contenido y publicidad	2 años
YouTube / Google	<code>SID, HSID, SSID, SAPISID, APISID</code>	Seguridad, autenticación y personalización publicitaria	2 años
YouTube / Google	<code>__Secure-1PAPISID, __Secure-1PSID, __Secure-3PSID, __Secure-3PAPISID</code>	Perfilado publicitario y personalización de anuncios	2 años

Third-party cookies

This website uses third-party services that may install cookies on the user's device:

- **Google Analytics**
- **Google Ads**

- **Cloudflare**
- **Microsoft Clarify**
- **YouTube**

These third parties may modify their cookie policies at any time. Users are advised to consult their respective privacy policies:

- <https://policies.google.com/privacy>
- <https://www.cloudflare.com/privacypolicy/>
- <https://privacy.microsoft.com/>
- <https://www.youtube.com/howyoutubeworks/user-settings/privacy/>

Legal basis and consent

Technical cookies that are strictly necessary for the functioning of the website do not require user consent.

All other cookies (analytical and marketing) are only installed if the user has given their prior consent through the cookie banner.

Users may accept, reject or configure cookies at any time.

Data processing

United Lisbon International School, as data controller, informs that personal data collected through cookies will be processed in accordance with Regulation (EU) 2016/679 (GDPR) and Portuguese Law no. 58/2019.

- **Purpose of processing:** as specified in the section on cookies used on this website.
- **Legal basis:**
- Strictly necessary cookies, including third-party cookies that are essential for the operation of the website or for providing the service requested by the user, do not require consent. Their use is based on the legitimate interest of the data controller in ensuring the proper functioning and security of the website (Art. 6.1.f GDPR). The use of analytical and marketing cookies is based on the user's prior consent (Art. 6.1.a GDPR).
- **Data retention:** as specified in the section on cookies used on the website.
- **Data sharing:** data may be shared with third-party providers, particularly analytics, advertising and technical service providers (such as Google and Cloudflare), who may process the data in accordance with their own privacy policies.
- **International transfers:** some of these providers may be located outside the European Economic Area. In such cases, appropriate safeguards are applied in accordance with GDPR.
- **Data subject rights:** users have the right to withdraw their consent at any time, as well as to access, rectify, erase, restrict or object to the processing of their data and request data portability, by contacting the data controller or the Data Protection Officer. Users also have the right to lodge a complaint with the Portuguese Data Protection Authority (CNPD). For more information, please refer to the Privacy Policy.

How to manage cookies

Users can manage or withdraw their consent at any time through the cookie banner or by adjusting their browser settings.

Deleting cookies

Cookies stored on a device can be deleted by clearing the browser history.

Blocking cookies

Most browsers allow users to block or restrict cookies. However, some features of the website may not function properly if cookies are disabled.

How to manage cookies in different browsers

- Google Chrome: <https://support.google.com/chrome/answer/95647>
- Microsoft Edge: <https://support.microsoft.com>
- Mozilla Firefox: <https://www.mozilla.org>
- Safari: <https://support.apple.com>

Changes to this policy

This Cookies Policy may be updated at any time to reflect changes in the use of cookies or legal requirements.

Users are encouraged to review it periodically.

Contact

For any questions regarding this Cookies Policy, users may contact: United Lisbon International School. Email: privacy@unitedlisbon.school